

THE MYTHS, MEDICINE AND MANAGEMENT OF MOTHERS' MILK

**March 12-13, 2010
Berkeley, CA USA**



SWAG Conferences LLC

FACULTY

Fritzi Drosten RN, IBCLC

Fritzi Drosten has worked in **all aspects of lactation consulting**, including hospital post-partum care, intensive care nursery, outpatient clinic, home visiting, and phone advice. She authored the breastfeeding chapter of the text, Ambulatory Obstetrics and Gynecology, Third Edition, 1999, published by the UCSF Press. She is active in the International Lactation Consultant Association and the Bay Area Lactation Associates. She works as the lactation consultant in the Intensive Care Nursery at UCSF Children's Hospital, teaches the prenatal breastfeeding multiples classes there as well as serving on the facility wide Breastfeeding Task Force.

Thomas Hale R.Ph., Ph.D.

Dr. Thomas W. Hale is a clinical pharmacologist, professor at Texas Tech University School of Medicine, and author of ***Medications and Mothers' Milk***. He has many years experience lecturing in all areas of pharmacology and therapeutics. He is an expert on the use of medications in breastfeeding women and he has traveled the world lecturing on this topic. He is considered one of the leading experts in the field of human lactation and the use of medication. He has written or co-authored more than 25 publications, dozens of abstracts, and numerous book chapters. Dr. Hale currently has a number of research projects underway on various aspects of human lactation, medications, clinical pharmacology, and mastitis.

Julie A. Mennella Ph.D.

Dr. Julie Mennella's major research interest is the ontogeny of taste and smell preferences in humans. Her research areas include the **transfer of flavors from the mother's diet to both amniotic fluid and mother's milk; the effects of maternal alcohol consumption on women's health and infant nutrition and behavior; and the role of genetics and early experiences on the establishment of long-term flavor preferences and food habits**. Dr. Mennella is a Member of the Monell Chemical Senses Center, a nonprofit basic research institute in Philadelphia, PA. She received her Ph.D. from the Department of Behavioral Sciences at The University of Chicago. Dr. Mennella is the recipient of grants from the National Institute of Alcohol Abuse and Alcoholism and the National Institute of Child Health and Human Development and she is the author or co-author of numerous research papers which have appeared in publications such as *The New England Journal of Medicine*, *Pediatrics*, *Journal of the American Medical Association*, *Journal of Clinical Therapeutics and Pharmacology*, *American Journal of Clinical Nutrition* and *Proceedings of the National Academy of Sciences*.

The Myths, Medicine and Management of Mothers' Milk

Friday, March 12, 2010

7:30 - 8:00	Registration and Continental Breakfast
8:00 - 8:15	Introductions
8:15 - 9:45	Using Medications in Breastfeeding Mothers
9:45 - 10:05	Break
10:05 - 11:05	Assisting Mother and Baby with Breastfeeding: When and Why to Intervene or Not
11:05 - 11:15	Stretch Break
11:15 - 12:15	Milk Production and the Pharmacology of Prolactin
12:15 - 1:30	Lunch
1:30 - 2:30	Anesthetic and Epidural Medications in Breastfeeding Mothers
2:30 - 2:50	Break
2:50 - 3:50	The Culture and Science of Weaning: What is Ethical for the Baby?
3:50 - 4:00	Stretch Break
4:00 - 5:00	Transfer of Dietary Flavors to Amniotic Fluid and Mother's Milk: Getting Babies Off to a Good Start

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Saturday, March 13, 2010

8:00 - 8:20	Registration and Continental Breakfast
8:20 - 8:30	Introductions
8:30 - 9:30	Alcohol and Breastfeeding: The Folklore and the Science
9:30 - 9:50	Break
9:50 - 10:50	Candida Albicans and Mastitis
10:50 - 11:00	Stretch Break
11:00 - 12:30	Baby at the Breast: The Best Place to Evaluate Newborn Infant Status, Suck and Behavior
12:30 - 2:00	Lunch
2:00 - 3:00	Information from Sleep and Antidepressant Studies
3:00 - 3:15	Break
3:15 - 4:00	Radioactive and Radiocontrast Procedures

CONFERENCE DETAILS

GOALS

Explore the cultural, social, political, physical, psychological and clinical context of lactation. Facilitate networking amongst those who work with breastfeeding families.

CONTINUING EDUCATION CREDIT

Applications for RN (Fri.7.8/6.3 Sat.), RD, DT and IBCLC (Fri. 6.5 /5.25 Sat.) credits have been made.

DRAWINGS

Daily drawings, that will include a quilt and framed art, **will benefit the California Breastfeeding Coalition (CBC)**. The CBC serves as an umbrella organization for its members; the regional breastfeeding coalitions in California as well as two ILCA chapters, BALA and ALTA. It represents California's coalitions at the national level by participating, as requested, in the United States Breastfeeding Committee (USBC) meetings. California WIC Association (CWA), a 501(c) 3 nonprofit, is the fiscal sponsor for CBC.

ADVERTISING

For inquiries regarding exhibits/ads/sponsorship opportunities contact Sue Wirth at SWAGconferences@aol.com.

CANCELLATIONS

Written requests are required and must be postmarked by February 20, 2010 for a full refund, less a \$50.00 processing fee. Send to: Sue Wirth, 908 Curtis St, Albany, CA 94706-2108

BABIES AT THE CONFERENCE

Quiet infants in arms-no strollers please.

SUBSTITUTIONS

We reserve the right to change the program/speakers as necessary.

***AGENCY SPONSORSHIP** All attendees are held primarily responsible for all registration fees. If your workplace or other agency is paying your registration fee; register as soon as possible with a note to Sue Wirth telling her that the payment will follow. Receiving the completion certificate and continuing education credits are contingent on all conference fees being paid by the end of the conference.

SITE/DIRECTIONS

Hs Lordships, 199 Seawall Drive, Berkeley, CA 94710
510-843-8144 **Free Parking**

FROM THE NORTH- Take I-80 West to Berkeley. Exit at University Ave. Follow Loop West to University Ave. Left on University Ave. Stay left. Left at stop sign. Left on Seawall Drive.

FROM THE SOUTH- Take the Gilman Street exit from I-80. Left at stop sign onto Gilman Street. Go under the freeway and turn Left onto the Frontage Road. At the next stop sign, University Avenue, turn Right. Left at Marina Blvd stop sign. Turn left on Seawall Dr.

FROM THE BAY BRIDGE-Take Emeryville/Powell St. exit. Make a left and go under the freeway overpass. Make a right onto Frontage Road, following the signs to the Berkeley Marina. Turn left onto University Ave. Stay left. Left at stop sign. Left on Seawall Drive.

CONTACTS Sue Wirth SWAGconferences@aol.com
Anne Garrett 650-755-7165

WEB SITE SWAGconferences.org

REGISTRATION Continental breakfast, lunch, breaks, conference materials and continuing education credits are included.

	1 Day	2 Days
Early Bird (postmarked by January 30, 2010)	\$145	\$260
Regular (postmarked by February 20, 2010)	\$165	\$295
Late (call or postmarked by March 5, 2010)	\$190	\$325
Walk-in	\$200	\$350

REGISTRATION FORM

PLEASE PRINT CLEARLY

Name_____

E-mail_____

Address_____

City, State, Zip_____

Phone (H) _____(W)_____

Continuing Education Requested: RN___ IBCLC___ RD/DT___

MEALS

March 12 Chicken ___ Fish ___ Vegetarian ___ No Meal ___

March 13 Chicken ___ Fish ___ Vegetarian ___ No Meal ___

Special Needs Request_____

***AGENCY SPONSORSHIP:** I agree that I am primarily responsible for the payment, by the end of the conference, of all registration fees if my employer or agency does not pay.

Signature

Date

Total Registration Fee \$ _____

Credit Cards: Circle One VISA MC American Express Discover

Credit Card Number_____Expiration Date_____

Signature_____Date_____

- Make checks payable to SWAG Conferences LLC.
- MAIL to Sue Wirth, 908 Curtis Street, Albany, CA 94706-2108
NO FAX AVAILABLE
- **CONFIRMATIONS:** Include a legible email address

CLOSEST AIRPORT

Oakland International Airport (OAK)

AREA HOTELS

Courtyard by Marriott Emeryville

5555 Shellmound Street, Emeryville, CA 94608

510-652-8777

Close to mall and restaurants

Doubletree Hotel and Executive Meeting Center Berkeley Marina

(Possible free shuttle to and from BART and Hs Lordships)

200 Marina Boulevard, Berkeley, CA 94710

510-548-7920

Four Points by Sheraton-San Francisco Bay Bridge

1603 Powell Street, Emeryville, CA 94608

510-547-7888

Close to mall and restaurants

Hilton Garden Inn San Francisco Bay Bridge

(Possible free shuttle to Hs Lordships)

1800 Powell Street, Emeryville, CA 94608

510-658-9300

Close to mall and restaurants

Woodfin Suite Hotel San Francisco Bay

(Possible free shuttle to Hs Lordships)

5800 Shellmound Street, Emeryville, CA 94608

510-601-5880

Close to mall and restaurants